

## Message Text

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44

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
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R 171106Z SEP 75  
FM AMEMBASSY ASUNCION  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5755

UNCLAS ASUNCION 3691

USDOC

E.O. 11652: TVXA  
TAGS: BBSR, PA  
SUBJECT: WTDR - COFARMA S.A.

1. ADDRESS: CASILLA POSTAL 894; CALLE BENJAMIN CONSTANT 602,  
ASUNCION, PAVIGUW  
MK CABLE: FARMACO. TELEX: 917PY PARA FONE 44183.  
PHONE: 44183. OFFICER: DR. ATILIO R. BAZAN, GENERAL ACCOUNTANT.

2. MEDIUM SIZE FIRM ESTABLISHED 1950. EMPLOYS 50 OF WHICH 10  
ADMINISTRATIVE PERSONNEL, SEVEN TECHNICAL PERSONNEL, 4, COUNTER  
SALES PEOPLE, SIX LOCAL SALESMEN, AND TWO TRAVELING SALESMEN.  
ACTS AS IMPORTER, AGENT, DISTRIBUTOR, WHOLESALE AND RETAILER  
OF CHEMICALS, DYE STUFFS, DRUGS, PHARMACEUTICALS, MEDICINAL PRO-  
DUCTS, TOOTH PASTE, VETERINARY PRODUCTS, AGRICULTURAL CHEMICALS,  
PHOTOGRAPHIC EQUIPMENT AND SUPPLIES, CHAIN SAWS, SHOULDER PACK  
ATOMIZERS, HOSPITAL EQUIPMENT AND SUPPLIES AND LABORATORY EQUIP-  
MENT. OPERATIONS INCLUDE SERVICE AND REPAIR FACILITIES.

3. FINANCIAL REFERENCES: FIRST NATIONAL CITY BANK, CASILLA  
POSTAL 1174, BANK OF LONDON AND SOUTH AMERICAN LTD., CASILLA  
POSTAL 696; BOTH OF ASUNCION, PARAGUAY. COMMERCIAL  
REFERENCES  
FARBENFABRIKEN BAYER AG, LEVERKUSEN, WEST  
GERMANY; AGFA GAVAERT AG, LEVERKUSEN, WEST GERMANY; SOLO  
KLIN MOTOREN GMBH, 7032 FINDELFINGEN, WEST GERMANY; RUHR  
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STICKSTOFF AG, BOCHUM, WEST GERMANY.

4. DMAJOR FOREIGN FIRMS REPRESENTED: FARBENFABRIKEN BAYER AG, BAYERWERKE, LEVERKUSEN, WEST GERMANY, CHEMICALS DYES/BUFS, SINCE 1950; GEBR. GIULINI, LUDWIGSHAFEN, WEST GERMANY, CHEMICALS SINCE 1950; CHEMISCHE WERKE HUELS AG, MARL, WEST GERMANY, CHEMICALS, PLASTICS, SINCE 1950; ODOL AG, DUSSELDORF, WEST GERMANY, TOOTHPASTE, ORAL HYGIENE PRODUCTS, SINCE 1954; AGFA GAVAERT AG, LEVERKUSEN, WEST GERMANY, PHOTOGRAPHIC PRODUCTS, SINCE 1956 SOLO KLEINMOTOREN GMBH, 7032 FINDELFINGEN, WEST GERMANY, CHAIN SAWS, SHOULDER PACK ATOMIZERS, SINCE 1958; RUHR STICKSTOFF AG, BOCHUM, WEST GERMANY, FERTILIZERS, SINCE 1958.

5. COFARMA OPERATES FROM AMPLE, MODERN PREMISES AT STREET LEVEL IN THE HEART OF THE BUSINESS SECTOR OF ASUNCION. THESE PREMISES ARE OWNED BY FUTURA S.A., A REAL ESTATE COMPANY CONTROLLED BY COFARMA'S TWO MAJOR STOCKHOLDERS AND FOUNDERS OF THE FIRM, KURT DOLLSTADT, ITS MANAGER, AND DR. SIGFRIDO V. GROSS-BROWN, A PROMINENT LAWYER WITH MISCELLANEOUS BUSINESS INTERESTS. SEPARATE WAREHOUSING FACILITIES ALSO OWNED BY FYWURA S.A. ARE USED BY COFARMA. THIS FIRM HAS SIX DIVISIONS (PHARMACEUTICAL AND VETERINARY, PHITOSANITARY, CHEMICALS AND DRUGS, PHOTOGRAPHY, AND MISCELLANEOUS AGRICULTURAL RELATED EQUIPMENT). TWO INDUSTRIAL CHEMISTS, THREE MEDICAL VISITING SALESMEN, TWO VETERINARIANS, AND TWO AGRICULTURAL ENGINEERS RENDER PROFESSIONAL ASSISTANCE. COFARMA HAS AGENTS IN THE BUSIEST TOWNS OF PARAGUAY. THE FIRM MAINTAINS VERY GOOD CONNECTIONS WITH INDUSTRIAL, AGRICULTURAL AND CATTLE ESTABLISHMENTS, GOVERNMENT AGENCIES, SANATORIA AND PHARMACIES. IT ADVERTISES ADEQUATELY, HAS A GOOD BUSINESS IMAGE THROUGHOUT THE COUNTRY, ITS BUSINESS AND CREDIT RECORD IS GOOD AND IS THEREFORE RECOMMENDED AS A SUITABLE TRADE CONTACT FOR U.S. SUPPLIERS. KURT DOLLSTADT, GERMAN, WITH MANY YEARS OF RESIDENCE IN PARAGUAY, IS PERHAPS MORE INCLINED TO GERMAN PRODUCTS. IT IS BELIEVED, HOWEVER, THAT THIS FIRM MAY FOLLOW THE CURRENT TREND OF LOCAL GERMAN ORIENTED FIRMS, WHICH GRADUALLY ARE ADDING U.S. PRODUCTS TO THEIR LINES. A SECOND GENERATION DESCENDANT OF BOTH FOUNDERS ARE ALREADY ACTIVELY PARTICIPATING IN THE FIRM'S BUSINESS.

6. SEPTEMBER 1975.

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